

Prestonsburg Tourism Commission
Meeting Minutes February 14th, 2023

PRESENT: Jim Ousley, Rocky Rowe, Ronnie Warrix, Franky Valencia, Tami Roarke, Cliff Latta (via Google Meet, Prestonsburg, KY)

MEMBERS ABSENT: Heather Owens

STAFF PRESENT: Samantha Johnson, Brooke LeMonds

GUESTS PRESENT: Les Stapleton, Devon Kidd, Jill Hamlin, Trinity Shepherd, Joe Campbell, Charly Wise

CALL TO ORDER: 12:05PM by Jim Ousley

AGENDA ITEM	DISCUSSION/CONCLUSIONS	ACTIONS TO BE TAKEN
Public Comment	<p>Les Stapleton announced that they have received grant funds for the sewage plant. He also stated that the turf for the baseball fields is scheduled to be delivered on Friday, with installation starting on Saturday. The job is estimated to take 14-20 days and sod will be installed at the same time. This will allow us to host the regional tournament for the next four years with around 7.5k people in attendance. We will also host the Girls High School State Softball Tournament and the Little League All-Star Tournament this summer. The USSA wants to start a female softball program here in Prestonsburg. It is estimated that 20-25k people will attend the ball fields this season. Les informed the Commission that the City would be submitting a grant application for Regional Tournament sponsorship or turf sponsorship. The dirt removed from the baseball fields will be relocated to StoneCrest for the bunkers. He also said that they will be shortening and narrowing some of the fairways. Vinyl fencing is scheduled to be installed at the Equine Center. The Equine Center and StoneCrest Golf Course are part of a 4-year lease with a one-million-dollar investment required before the option to buy can be activated. Les thanked Jim Ousley and Comfort Suites for housing the turf installation employees and he added that the crew loved</p>	

Made to Crave.

Trinity Shepherd with Jenny Wiley State Resort Park informed the Commission that the Lodge has reopened and they hosted a Valentine's Day buffet on Saturday with around 255 people in attendance. The Lodge will reopen on Wednesday with dining and lodging availability. They still have 18 guests affected by the flood living in six cottages and forty travel trailers are in the campground with 52 residents. Trinity added that the State Park will be making improvements to the Marina in the near future and the campground will be opening for the season next month. Jenny Wiley is also hosting a cornhole tournament on Tuesday evenings.

Jill Hamlin announced that the APPY's commercial is complete and is going live on social media today. Seventy-nine tickets have been sold to the APPY's to date including a group traveling from Somerset. Presenters will be coming from Northern Ireland to California, where they reside. Jill will be meeting with Paintsville, Prestonsburg, and Pikeville Tourism offices tomorrow to lock down excursions for the presenters to enjoy while visiting for the APPY's. Jill asked that if anyone wants promotional items added to the swag bags for the presenters that they be dropped off at the MAC. The APPY after party will take place at Jenny Wiley State Resort Park.

Joe Campbell with the MAC informed the Commission that James Gregory was at the MAC two weeks ago. They will have three shows in February at the MAC starting on the 24th which will be a country, bluegrass, and kids show. He also stated that the recording studio has been super busy. There were 65 days of recording in 2022 which doesn't include

	<p>postproduction days. The Junior Pros recently held auditions with seventy-two kids auditioning for less than thirty spots. The Junior Pros will have their Rock Show on April 13th.</p> <p>Charly Sholty with the Floyd County Chamber of Commerce and Friends of Jenny Wiley informed the Commission that the sofa book was a great success and thanked the Commission again for their support.</p>	
Minutes Review	Rocky Rowe made a motion to approve the minutes from the meeting on January 5 th , 2023. Ronnie Warrix seconded the motion, and the minutes passed unanimously.	
Monthly Financial Report	Samantha Johnson first presented the December Restaurant/Transient tax collected which is deposited into our Community Trust Bank account. The total amount for December was \$87,081.16 with our portion totaling \$29,889.86. The bills for this month paid out of our People's Bank account totaled \$25,191.86 which includes our KACVB membership dues, the remainder of the Christmas ads, and magazine ads.	Rocky Rowe made motion to approve the monthly financials which Ronnie Warrix seconded and passed unanimously.
Director's Report	<p>Samantha informed the Commission that our ad placements slow down in the months of January and February, but we are gearing up for the Spring season. We have upcoming ads in Travel, Taste & Tour magazine and Group Tour magazine. We will be hosting the Heartland pre-FAM Tour in March in partnership with Pike County Tourism. Samantha is hopeful that Billie Jean Osborne's Kentucky Opry may have the opportunity to perform at the Heartland Travel Showcase in Cincinnati. Josh Turner will be attending the CORA Mountain Bike Show with Brooke that same weekend in Cincinnati. Brooke will also be attending the Indianapolis Boat Show next weekend with EHN. Destination Frankfort will be February 27th-28th. The Music Tourism Convention will be in Cleveland, Mississippi, April 11th-14th. Samantha reminded that Commission that she was</p>	Ronnie Warrix made a motion to approve travel and expenses for the upcoming trade show, meetings, and the Music Tourism Convention

	scheduled to attend the show in 2020 prior to COVID. Registration is \$250 and she would like to attend this year with the Commission's approval.	which was seconded by Franky Valencia and passed unanimously.
New Business	<p>Samantha informed the Commission that we completed the 2021-22 Audit field test yesterday. The audit now moves on to Quality Control. We are now fully up to date with our audits. She said Brooke has worked very hard to make the audits run smoothly. Samantha also informed the Commission that she is meeting with vendors for new videography and receiving bids for the new travel guide. She also informed the Commission that we need to invest in new pop-up banners, table covers, and promo items.</p> <p>Samantha also presented a grant application submitted to the Commission from Backroads of Appalachia, which brings motorsports to our area.</p>	The Commission reviewed the grant application but were not in favor of supporting the grant request.
Old Business	Samantha informed the Commission that the ARPA partnership grants that we have partnered with have all been approved by Kentucky Tourism. The partnerships are the Moonshine Trail, the Bluegrass Trail, and the Just Add Water Trail, which will include Dewey Lake and the Levisa Fork of the Big Sandy River.	
Executive Session	<p>Rocky Rowe made a motion to enter Executive Session at 12:48 under KRS61.810 (1a & g) which Franky Valencia seconded and passed unanimously.</p> <p>Rocky Rowe made a motion to exit Executive Session at 12:53 which Tami Roarke seconded and passed unanimously.</p>	
Next Meeting	March 14 th , 2023, at 12PM at the Mountain Arts Center.	
Adjournment	The meeting adjourned at 12:54pm.	Rocky Rowe made a motion to end the meeting which Ronnie Warrix seconded and passed unanimously.

